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2. The concrete mixer truck set forth in Claim 1 wherein:

3. The concrete mixer truck set forth in Claim 1 wherein:

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A2

5. A method for displaying one of a message and advertising a product or service comprising the steps of:

providing an over-the-road concrete mixer truck having a generally cylindrical concrete mixer drum mounted thereon for rotation about a longitudinal axis of said drum; and

providing indicia on said drum which utilizes at least one of the shape and rotation of said drum to provide a visual display.

6. The method set forth in Claim 5 including the step of:

applying indicia to said drum which is readable from opposite sides of said truck when said truck is traversing a roadway and said drum is rotating.

7. The method set forth in Claim 5 including the step of:

applying indicia to said drum which has a pattern which is one of helical and spiral.

8. The method set forth in Claim 5 including the step of:

applying indicia to said drum which simulates the appearance of an article other than said drum.

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K3

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B1